



# BRAND STRATEGY & LUXURY INNOVATION

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS  
RNCP TITLE : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE  
OPTION BRAND STRATEGY AND LUXURY INNOVATION  
OVERALL COURSE | STUDENTS NUMBER : AROUND 40  
GRADUATION RATE – 100%

LONDON | FULL-TIME PROGRAM  
ACCESS TO HANDICAP COURSE   
RNCP CODE 31420 | CPF CODE 248611  
EDUCATION PRICE – 10 350€

**Brand Strategy is the emblematic profession of advertising agencies worldwide. The objective of this program is to train students to have a clear vision of the actions to take so that the brand can bring to consumers differentiating and relevant benefits.**

## – MAIN SUBJECTS

- The World of Agencies: London Ad Capital
- Public Speaking
- Brand Strategy
- Brands and Innovation Marketing
- Trendspotting
- Sustainable Brand Strategies
- Shopper Marketing

## – GOALS, SKILLS AND ABILITIES

Brand Strategy is the emblematic job of marketing communication agencies. This program is designed for future account executives, account planners and product managers who wish to benefit from an international experience in an English-speaking environment.

The international context is boosted by courses in Geopolitics, International Marketing and Advertising Language. Key disciplines include: Consumer Behaviour, Trendspotting, Account Planning and Marketing Research. The more specialised subjects include, Social Media Strategies, Pitching and People Skills, PR strategy, Media Trends, Customer Experience and Media Literacy.

The program includes two competitions : one of them is organised with the London Sup de Pub counterparts and the three english programs of Sup de Pub Paris.

At the end of their Master, students can follow our Digital MBA Management, a 100% online training that gives all the keys to manage and build a society !

## – EVALUATION AND TEACHING INNOVATIONS

### Competition

One of our students' favourite moments of the school year is the final competition. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality.

### Capstone Project

At the end of the 5th year, the students must defend before a committee, a capstone Project in order to graduate whether they studied in France or abroad. The best professional projects benefit from one year of hosting within the INSEEC Group business incubator and two other specialists incubators.

## LEARN MORE

### Intake in September

**Cours** : september to january

**Internship** : february to july

**Defense of the Capstone Project** : september

### Pre-requisites

Bac+4 or equivalent (VAP\*), TOEIC 680, B2 Level, a good general culture, to be in constant watch over the news

### Our added value

#### The Career Center

Students can find their internship thanks to the Career center. They help them for interview coaching, resume writing, job search...

#### Quality speakers

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

### Careers

- Director of Communication (internal and external)
- Marketing Director
- Social Media Manager
- Data Manager
- Traffic Manager
- Media Planner
- Strategic Planner